

# Judgment Dictates Readjustment of Prices

In keeping with the general downward trend of prices, especially in automobiles and associated products, the Lee Tire & Rubber Company, manufacturer of the famous LEE PUNCTURE-PROOF, has announced a general reduction of 15 to 20 per cent. In the judgment of factory officials, the time is near when raw materials will be obtainable at lower prices. Anticipating this decline, our factory has, with its usual foresight, reduced consumer costs. The Lee ideal makes it imperative that the public be given every opportunity to buy at lower prices the moment market conditions make such a move practical. This reduction gives the motorist an added incentive to use his car without a "pocketbook pressure" that would ordinarily compel excessive economy.

Our enviable position of being able to sell a product that eliminates delays, broken engagements, disappointments, and gives to the purchaser more tire mileage at a minimum cost, together with our policy of exclusive representation (one dealer to a town), is responsible for increasing our sales more than 300 per cent during the past twelve months.

LEE PUNCTURE PROOF CORDS represent the final word in tire perfection—a tire built to the particular LEE standard—the best cord construction—and—Puncture Proof.

Here's a mighty advance in tire-comfort-assurance, representing a material saving of time, trouble and expense in motoring.

Our proof of performance is strengthened by an UNEQUALIFIED GUARANTEE AGAINST PUNCTURE for 8,000 miles.

## LEE TIRES

SMILES  
AT  
MILES

### OUR GUARANTEE

GOVERNMENT SPECIFICATION—LEE PURE GUM LAMINATED GREY TUBES are manufactured according to Government Specification. They are universally recognized as QUALITY Tubes.

We guarantee all makes of Lee Tires to be free from imperfection in raw material and workmanship and to adjust upon the following basis:

REGULAR FABRIC are adjusted on a basis of 6,000 miles.

REGULAR CORD are adjusted on a basis of 8,000 miles.

PUNCTURE-PROOF FABRIC are positively guaranteed against puncture for 7,000 miles.

PUNCTURE-PROOF CORD are positively guaranteed against puncture for 8,000 miles.

PUNCTURE-PROOF schedule of guaranteed refund in case of puncture.

3 inch Tires	-----\$3.00 Net	5 inch Tires	-----\$ 6.50 Net
3 1-2 inch Tires	-----\$4.00 Net	6 inch Tires	-----\$ 8.00 Net
4 inch Tires	-----\$5.00 Net	7 inch Tires	-----\$ 9.00 Net
4 1-2 inch Tires	-----\$ 5.50 Net	8 inch Tires	-----\$10.00 Net

PUNCTURE-PROOF CORD TRUCK tires are guaranteed in writing for 5,000 miles. Read wire from Lee Tire & Rubber Company dated September 17th., reading as follows: "O. W. Peterson, President Lee Tire Sales Company of Texas. Give written guarantee of Five Thousand Miles on Truck Tires for Oil Company. We stand back of it."

(Signed) LEE TIRE & RUBBER CO.

# Lee Tire Sales Co.

of Texas

715 COMMERCE

STATE DISTRIBUTORS

LAMAR 214

## DEALERS

Ablene—Woods Incorporated  
Albany—J. C. Miller  
Alvarado—Shultz Hardware Co.  
Archer City—Cash Hardware Co.  
Arlington—Henry Williamson  
Ballinger—Ballinger Auto Co.  
Barnhardt—L. B. Cox & Co.  
Bartlett—E. Stone  
Bastrop—Home Hardware Co.  
Benjamin—Propp's Garage  
Big Lake—Schooler Motor Co.  
Big Springs—Stokes Motor Co.  
Brady—Mann-Ricks Auto Co.  
Bluffdale—O. M. Barron  
Breckenridge—Byers-Caldwell Co.  
Bridgeport—W. A. Brown  
Bronte—R. E. Hickman  
Brownfield—Bradley-Brownfield Co.  
Brownwood—W. R. Scrimbeour & Son  
Burkburnett—Caro Motor Co.  
Burleson—Baker-Lawson Co.  
Caddo—Johnson & Keasler Motor Co.  
Carbon—A. M. Knox  
Chillicothe—T. E. Rose  
Clisco—Broadway Auto Co.  
Clairette—J. R. Cook  
Cleburne—Lain Tire Co.  
Coleman—Martin-Reo Sales Co.  
Colorado—A. J. Herrington  
Cresson—C. C. Fiddler  
Cross Plains—C. C. Harrell  
Crowell—E. Swalm

Dawson—T. L. Swink  
Denison—Ever Ready Filling Station  
Denton—J. T. Moore  
Desdemona—Desdemona Garage  
Eastland—Stokes & Williams  
Eastland—Witt Motor Co.  
Eden—Cash Grocery Co.  
Eldorado—Bush-Smith Co.  
Electra—Kilpatrick & Baker  
Encinal—Encinal Mercantile Co.  
Ennis—Horne & Browne  
Fairly—Leth & Parks  
Ft. McKavitt—G. Baker  
Forney—J. F. Duke  
Galle—D. Dorward  
Goldthwaite—Goldthwaite City Garage  
Graford—Graford Auto Co.  
Graham—Graham Auto Supply Co.  
Goree—J. C. Morton & Son  
Granbury—Fred Raifsnider  
Hamilton—W. W. Barkley  
Hubbard—Goodloe Auto Co.  
Henrietta—Henrietta Motor Co.  
Hamlin—J. S. King  
Italy—Cole & Richards  
Jackboro—C. W. Patton  
Junction—Service Garage  
Kaufman—Smith Motor Co.  
Littlefield—Highway Garage  
Lometa—Lometa Garage  
Lueders—R. L. Loop  
Lubbock—Lubbock Bulck Garage

Lamesa—S. R. Simpson  
Milford—J. S. Cagle  
Merit—W. M. Coker  
Morgan—T. B. Ford  
Midland—Heatley & Yarbrough  
Munday—Geo. Isbell  
Mexico—Limestone County Motor Co.  
Merkel—F. C. McFarland  
Malone—Malone Filling Station  
Moran—J. B. Robertson  
Mineral Wells—Shewbert & Cartwright  
Mingus—Simmons & Plummer  
McLean—Webb Motor Co.  
Megarie—W. O. Wright  
Nocona—Collins & Etter  
New Castle—Young Co. Motor Co.  
Oiney—Marcell Auto Co.  
Ozona—Ozona Garage  
Paducah—Carroll Motor Co.  
Palestine—Frank Fitzpatrick  
Panhandle—R. L. Hawkins  
Putnam—Putnam Garage  
Paint Rock—H. H. Ratchford  
Pampa—Stone Motor Co.  
Post City—Bradley-Rhea  
Quinlan—R. K. Epperson  
Quanah—L. W. Hedrick  
Ralls—Bradley-Ralls Auto Co.  
Ringgold—Coleman & Ray  
Robert Lee—J. S. Craddock  
Roscoe—L. L. Medlock  
Rosebud—Rosebud Motor Co.

Rowena—Rowena Garage  
Rising Star—Southern Auto Sup. Co.  
Shamrock—Alex Bergman  
Santa Anna—City Garage  
Southland—City Garage  
Sinton—J. E. Dodson  
San Angelo—Eckert Elec. & Tire Co.  
Sterling City—Emerson & Smith Co.  
Seymour—J. D. Fonville & Sons  
Spur—Godfrey & Smart  
Stanton—Lee Green & Son  
Strawn—Hurat & McCorkle  
Stamford—C. W. Knight  
Sonora—Sonora Garage  
Taylor—G. B. Bell  
Throckmorton—Brown & Heasley  
Trenton—O. C. Cawthorn  
Trenton—M. G. Davis & Son  
Turkey—E. D. Garner  
Temple—E. P. Hobbs & Co.  
Tahoka—H. B. Howell  
Truscott—G. W. Pogue  
Valera—H. H. Mitchell  
Vernon—Service Auto Supply Co.  
Waco—Auto Tire Service Co.  
Wellington—Ball Filling Station  
Waxahachie—Broadhead & McCarter  
Winters—Chapman Bros.  
Wichita Falls—Filgo Tire & Sup. Co.  
Winnsboro—E. H. Jones & Son  
Whitewright—Roberts Garage  
Wheeler—Whites Garage